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Please type a plus sign (+) inside box ☐UTILITY  
PATENT APPLICATION  
TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No. 109140-0002

First Inventor or Application Identifier David Page et al.

Title Message-Based Referral Marketing

Express Mail Label No. EL056800086US

## APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility application contents

ADDRESS TO:

Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 202311. ☒ \*Fee Transmittal Form (e.g., PTO/SB/17)

(Submit an original and a duplicate for fee processing)

2. ☒ Specification [Total Pages 25 ]

(preferred arrangement set forth below)

- Descriptive title of the Invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to Microfiche Appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

3. ☒ Drawing(s) [Total Sheets 2 ]

4. Oath or Declaration [Total Pages 6 ]

a. ☒ Newly executed (original copy)b. ☐ Copy from a prior application (37 C.F.R. § 1.63(d))(for continuation/divisional with Box 17 completed)  
[Note Box 5 below]

## DELETION OF INVENTOR(S)

Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

5. ☐ Incorporation By Reference (useable if Box 4b is checked)  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered to be part of the disclosure of the accompanying application and is hereby incorporated by reference therein

6. ☐ Microfiche Computer Program (Appendix)

7. Nucleotide and/or Amino Acid Sequence Sequence Submission ((if applicable, all necessary)

- a. ☐ Computer Readable Copy
- b. ☐ Paper Copy (Identical to computer copy)
- c. ☐ Statement verifying identity of above copies

## ACCOMPANYING APPLICATION PARTS

- 8. ☒ Assignment Papers (cover sheet & document(s))  
37 C.F.R. §3.73(b)
- 9. ☐ Statement (when there is ☒ Power of Attorney an assignee)
- 10. ☐ English Translation Document (if applicable)
- 11. ☒ Information Disclosure Statement (IDS)/PTO-1449 ☒ Copies of IDS Citations
- 12. ☐ Preliminary Amendment
- 13. ☒ Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
- 14. ☒ \*Small Entity Statement(s) ☐ Statement filed in prior application, Status still proper and desired ((PTO/SB/09-12)
- 15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
- 16. ☐ Other:

\*NOTE FOR ITEMS 1 & 14: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C. F. R. §1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C. F. R. §1.28).

17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment.

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: /

Prior application Information: Examiner

Group/Art Unit:

## 18. CORRESPONDENCE ADDRESS

☐ Customer Number or Bar Code Label
or ☒ Correspondence address below

(Insert Customer No. or Attach bar code label here)

Name Steven J. Frank

Address Cesari and McKenna  
30 Rowes Wharf

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Name (Print/Type) Steven J. Frank

Registration No. (Attorney/Agent) 33,497

Signature

Date March 6, 2000

PATENTS  
109140-0002

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re The Application of:  
David Page et al.**

Serial No.: Not yet assigned

Filed: March 6, 2000

### For: Message-Based Referral Marketing

Examiner: Not yet assigned

Art Unit: Not yet assigned

Cesari and McKenna, LLP  
30 Rows Wharf  
Boston, MA 02110  
March 6, 2000

### EXPRESS-MAIL DEPOSIT

“Express Mail” Mailing-Label Number: EL056800086US

The following papers are being deposited with the United States Postal Service “Express Mail Post Office to Addressee” service pursuant to 37 C.F.R. §1.10:

X Patent Application ( 25 pages including 25 claims )

## X Declaration and Power of Attorney

X Utility Patent Application Transmittal  
Letter

X Informal Drawings ( 2 sheets )

## X Information Disclosure Statement

X Check No. 3102 for \$40

X Fee Transmittal Letter

# X Assignment With Recordation Form Cover Sheet

X Check No. 3101 for \$429

X PTO-1449 and Copies of References

X Declaration by Assignee Claiming  
Small Entity Status

# FEE TRANSMITTAL

Patent fees are subject to annual revision on October 1.

These are the fees effective October 1, 1997.

Small Entity payments must be supported by a small entity statement, otherwise large entity fees must be paid. See Forms PTO/SB/09-12.

See 37 C.F.R. §§ 1.27 and 1.28.

TOTAL AMOUNT OF PAYMENT (\$ 469

## Complete If Known

Application Number	Not yet assigned
Filing Date	March 6, 2000
First Named Inventor	David Page et al.
Examiner Name	Not yet assigned
Group / Art Unit	Not yet assigned
Attorney Docket No.	109140-0002

### METHOD OF PAYMENT (check one)

1. ☒ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:

Deposit Account Number 03-1237  
 Deposit Account Name Cesari and McKenna, LLP

- ☒ Charge Any Additional Fee Required Under 37 C.F.R. §§1.16 and 1.17 ☐ Charge the Issue Fee Set in 37 C.F.R. §§1.18 at the Mailing of the Notice of Allowance

2. ☒ Payment Enclosed:  
☒ Check ☐ Money Order ☐ Other

### FEE CALCULATION

#### 1. BASIC FILING FEE

Large Entity Code	Large Entity Fee (\$)	Small Entity Code	Small Entity Fee (\$)	Fee Description	Fee Paid
101	790	201	395	Utility filing fee	345
106	330	206	165	Design filing fee	
107	540	207	270	Plant filing fee	
108	790	208	395	Reissue filing fee	
114	150	214	75	Provisional filing fee	
<b>SUBTOTAL (1)</b>					<b>(\$ 345)</b>

#### 2. EXTRA CLAIM FEES

Total Claims	Extra Claims	Fee from below	Fee Paid
25	20**	5 x 9 =	45
4	3**	1 x 39 =	39
Multiple Dependent			0

\*\*or number previously paid, if greater; For Reissues, see below

Large Entity Code	Large Entity Fee (\$)	Small Entity Code	Small Entity Fee (\$)	Fee Description
103	22	203	11	Claims in excess of 20
102	82	202	41	Independent claims in excess of 3
104	270	204	135	Multiple dependent claim, if not paid
109	82	209	41	**Reissue independent claims over original patent
110	22	210	11	**Reissue claims in excess of 20 and over original patent

**SUBTOTAL (2)** (\$ 84

### FEE CALCULATION (continued)

#### 3. ADDITIONAL FEES

Large Entity Code	Large Entity Fee (\$)	Small Entity Code	Small Entity Fee (\$)	Fee Description	Fee Paid
105	130	205	65	Fee Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet	
139	130	139	130	Non-English Specification	
147	2,520	147	2,520	For filing a request for reexamination	
112	920	112	920*	Requesting publication of SIR prior to Examiner action	
113	1,840	113	1,840*	Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for reply within first month	
116	400	216	200	Extension for reply within second month	
117	950	217	475	Extension for reply within third month	
118	1,510	218	755	Extension for reply within fourth month	
128	2,060	128	1,030	Extension for reply within fifth month	
119	310	219	155	Notice of Appeal	
120	310	220	155	Filing a brief in support of an appeal	
121	270	221	135	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,320	241	660	Petition to revive - unintentional	
142	1,320	242	660	Utility Issue fee (or reissue)	
143	450	243	225	Design Issue fee	
144	670	244	335	Plant Issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Petitions related to provisional applications	
126	240	126	240	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	40
146	790	246	395	Filing a submission after final rejection (37 CFR 1.129(a))	
149	790	249	395	For each additional invention to be examined (37 CFR 1.129(b))	
Other (specify)					
Other fee (specify)					
<b>SUBTOTAL (3)</b>					<b>(\$ 40)</b>

\*Reduced by Basic Filing Fee Paid

### SUBMITTED BY

Typed or Printed Name Steven J. Frank

Signature 

Date

March 6, 2000

### Complete (if applicable)

Reg. Number

33,497

Deposit Account User ID